(b) if so, what are the results thereof;

(c) if answer to part (a) above be ia the negative whether Government propose to conduct any such survey; and

(d) if not, what are the reasons therefor?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS): (a) Yes, Sir.

(b) The findings of the Survey are given in the Statement attached *{See* below)

(c) and (d) Do not arise.

Statement

The findings of the Audience Survey on telecast of Question Hour in Parliament.

_ More than four-fifth respondents at all India level were aware of the telecast of Parliamentary telecasts.

— Three-fourth respondents claimed to watch Parliamentary telecasts atleast once during the week.

— There ware almost equal number of regular/frequent and occasional viewers of Parliamentary telecasts at all India level 23 per cent to 28 per cent. Little less than 20 per cent said, they never watched' these telecasts.

— Maximum number of regular/frequent viewers of the telecasts were in north— 60 per cent to 80 per cent. followed by in east 40 per cent to 65 per cent.

— The main reason forwarded for not watching these telecasts were : 'inconvenient telecast time', 'not interested in such programmes' or 'out of home'.

— 41 per cent at all India level claimed to watch the telecast of Parliamentary proceeding yesterday. The maximum audience share was in North. (51% — 71), followed by East (30 — 52), West (18 —40) and South (12 -45).

— 38% at all India level found the Parliamentary telecast 'interesting^, 52% said, 'Satisfactory' and 10% maintained 'not at all interesting'.

.—. Around three-fourth respondents at all India level were in favour of the continuation of Parliamentary telecasts.

Allocation of time to different languages on AIR

469. SHRI PRAMOD MAHAJAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the time allotted to the different languages per week OP (i) FM' Band AIR Bombay; (ii) EM Band AIR Madras; (iii) FM Band AIR Calcutta; (iv) FM Band AIR Delhi; (v) FM Band AIR Bangalore; (vi) KM Band AIR Hyderabad; (vii) FM Band Ahmedabad; and

(b) what are the details language-wise and Station-wise?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS): (a) and (b) No language-wise allotment of time has been made on the FM channels of All India Radio Stations at Bombay. Calcutta, Delhi, Madras and at the FM station at Hyderabad. There is no FM channel at Bangalore and Ahmedabad.

Recognition to Hindi syllabus of the Institute of Mass Communication

470. SHIRT ISH DUTT YADAV. Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that recogni tion has not so far been given to the Hindi syllabus/course of the Institute of Mass Communication while the three sy!l abuses/courses in English have been given recognition;

(b) if so. what are the reasons therefor; and

(c) what action Government propose to take in this regard?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS): (a) Yes, Sir.

(b) and (c) The matter is at present before the Board of Assessment for Educational Qualifications of the Ministry of Human Resource Development which is the competent authority to accord recognition.

Commercial revenue of Doordarshan

471. SHRI MAHENDRA PRASAD. Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the terms of reference of the high level panel set up for increasing commercial revenue of Doordarshan; and

(b) by what time its report is expected?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRU\ VYAS): (a) Details are given in. the Statement enclosed- *(See* below).

(b) The Committee has submitted its report.

Statement

Terms of reference of Mahulik Committee on commercial advertisements o1 Doordarshan.

1. To study the suggestions made by the Public Accounts Committee for modifying the structure of advertise mcnts and increase in the commercial revenue of Doordarshan.
2. To study the report of the Advertising Association Agencies of India with the same end in view.
3. Making suitable recommendations to the Government *to make* suitable changes in the programme format of Doordarshan and modify the existing structure of advertisements with a view to increase the commercial revenues of Doordarshan so as to achieve the targets projected to the Ministry of Finance/Planning Commission regarding internal and extra budgetary resources of Doordarshan during the Vill Plan period.

यू० एन० आई० के माध्यम से उर्दू टेली प्रिन्टर सर्विस

472. **श्री मोहम्मद अफजल उर्फ मीम अर्फजल : क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :**

(क) क्या यू०एन०आई० के माध्यम से उर्दू टेलीप्रिन्टर सर्विस के प्रारम्भ किए जाने का कोई प्रस्ताव सरकार के विचाराधीन है ; और

(ख) यदि हां, तो इस सेवा के कब तक प्रारम्भ कर दिए जाने की सम्भावना है ?

सूचना और प्रसारण मंत्रालय में उप-मंत्री (कुमारी गिरिजा व्यास) : (क) यू.एन.आई. का उर्दू टेलीप्रिंटर समाचार सेवा शुरू करने का प्रस्ताव है। सरकार ने यू०एन०आई० को उर्दू सेवा के लिए 1991–92 के दौरान 25 लाख रुपये (पच्चीस लाख रुपये) का सहायता अनुदान मंजूर किया है।

(ख) यू०एन०आई० ने सूचित किया है कि यह सेवा मई, 1992 में शुरू हो जाएगी।

Amount spent on advertisements

473. SHRI MOHAMMED AFZAL *alias* MEEM AFZAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state the amount spent on advertisements language wise (each language separately) by the D. A. V. P. and Publication Division during the year 1991-92?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND